

For immediate Release

November 05, 2024
SBI Traceability, Co., Ltd.

Asahi Shuzo Co., Ltd. introduces the world's first NFC tag with titanium-compatible opening detection and blockchain technology from “DASSAI Beyond the Beyond 2024”, the highest grade of “DASSAI”

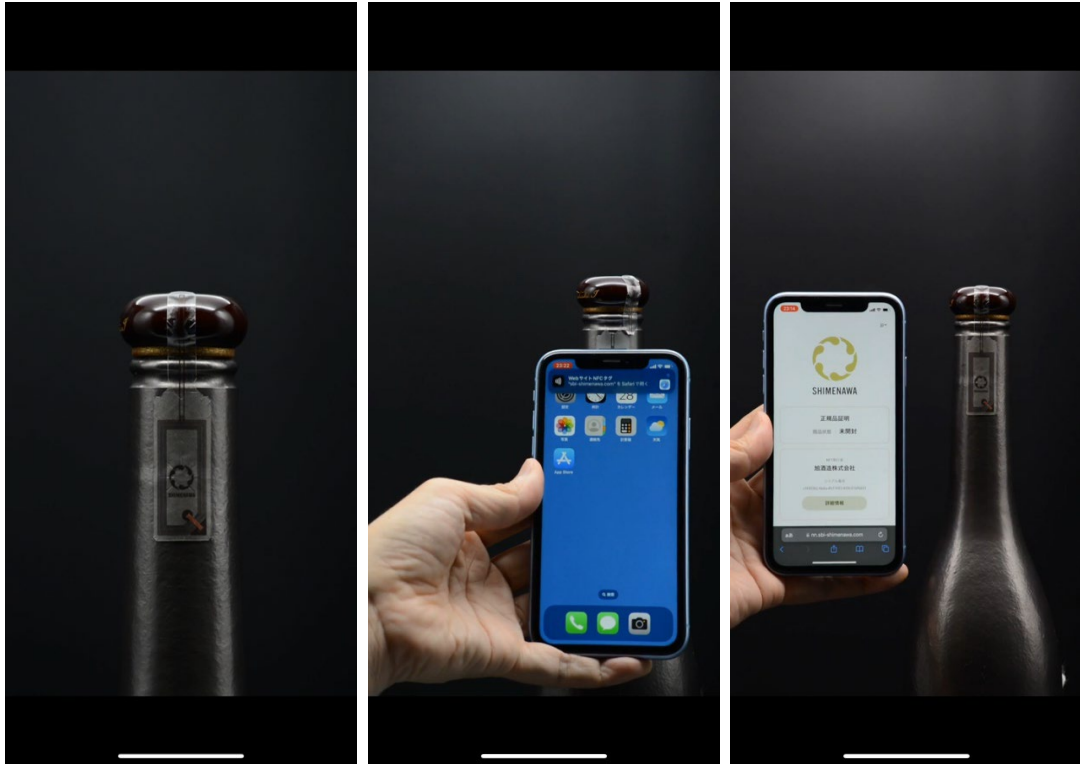
Evaluated the “Authenticity Certification Technology,” which integrates advanced technologies that are becoming global standards, as a means to deliver sake that exceeds the best ever, in the best possible condition

SBI Traceability, Co., Ltd. (Head office: Minato-ku, Tokyo; President: Tomohito Wajima; hereinafter “SBI Traceability”) announces that its traceability service “SHIMENAWA” (hereinafter “SHIMENAWA”), which enables the strong linkage of physical assets and digital information by combining blockchain and IoT (NFC tag) technologies, has been introduced at Asahi Shuzo Co., Ltd. (Head office: Iwakuni-shi, Yamaguchi Prefecture; President: Kazuhiro Sakurai; hereinafter “Asahi Shuzo”).

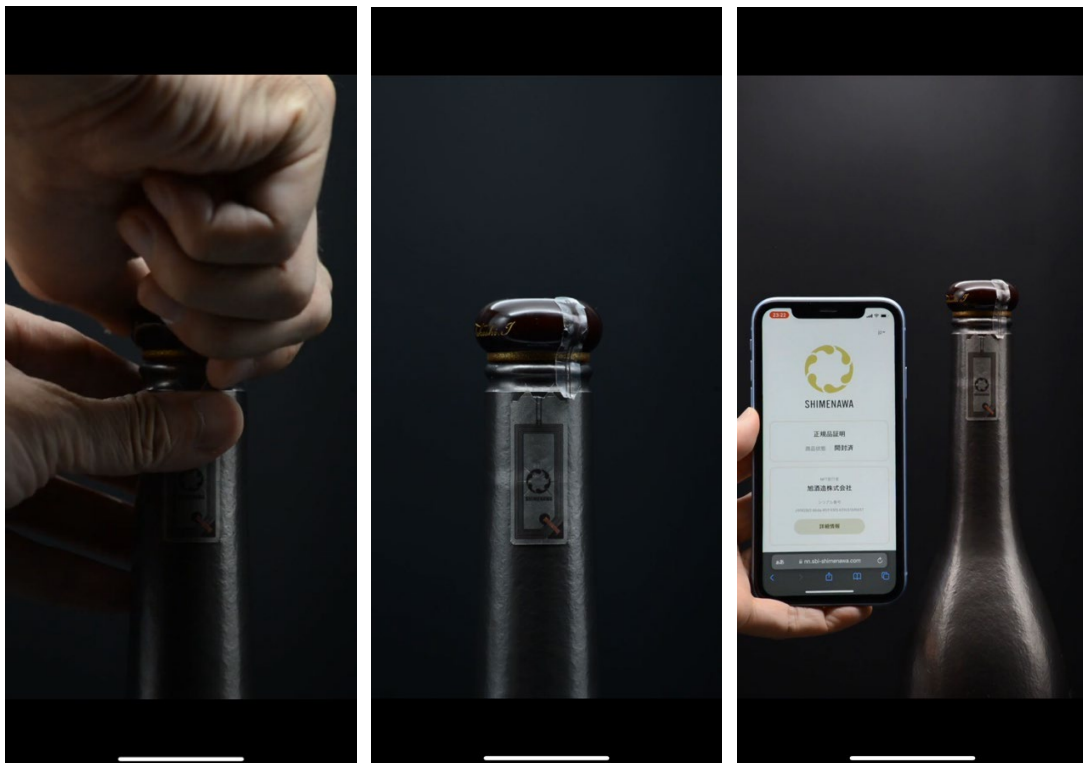


Asahi Shuzo's “DASSAI Beyond the Beyond”, the highest grade of DASSAI (image: “2021 Winner Rice”)

Normally, when NFC tags come into contact with metallic objects such as titanium, the frequency band of the internal antenna is affected and the tags cannot be read. “DASSAI Beyond the Beyond 2024” uses the world's first(*) NFC tag with an opening detection function compatible with titanium, which was jointly developed by Uni Tag , Co., Ltd. (Head office: Chuo-ku, Tokyo; President: Takuya Hanno; hereinafter “Uni Tag”)



The world's first(*) NFC tag with an opening detection function compatible with titanium material is attached to a custom-made titanium bottle manufactured by SUS Corporation (Head Office: Tsubame City, Niigata Prefecture; President: Akie Shibuki; hereinafter "SUS") and sealed. Proven to be "unopened" and authentic after shipment from Asahi Shuzo by "SHIMENAWA".



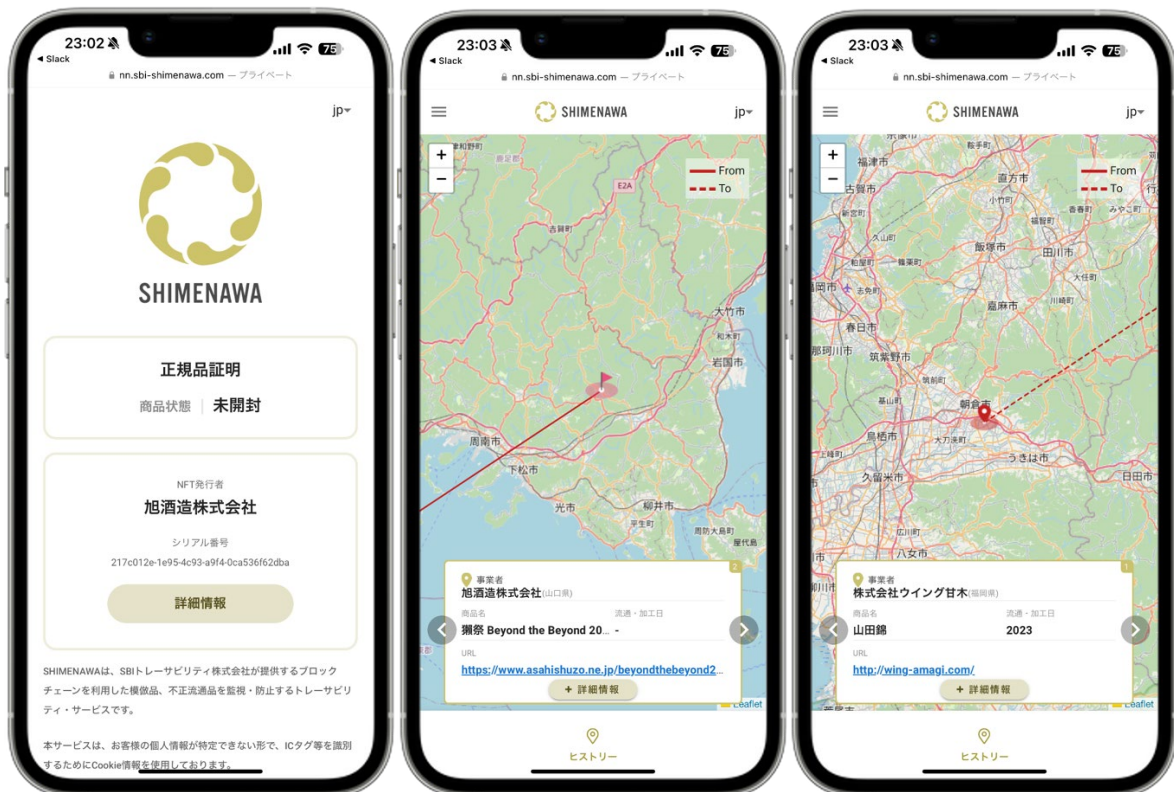
After opening the bottle with the custom-made lacquered cap (made by Marumata Lacquerware Store), touch the NFC tag with your smartphone. "SHIMENAWA" will be activated, proving that you have 'just opened the bottle'.

This year marks the 5th year of the Yamada-Nishiki project, which began with the theme of questioning conventional wisdom and creating sake rice, sake, and DASSAI that is beyond the finest ever. Asahi Shuzo continues to challenge the world with flavors that are possible only with sake, and DASSAI to create a future that is not "the same as yesterday". In order to ensure that the sake made with such passion can be enjoyed as freshly pressed as possible, the most advanced refrigeration technology is used, the bottle is made of titanium,

which can withstand refrigeration, and the lacquered cap is the work of Japan's best artists. The world's first (see note) NFC tags with titanium-compatible opening detection and blockchain technology were introduced to protect the brand in the highest grade bottle of sake.

The introduction of this new technology has made it possible for “DASSAI Beyond the Beyond 2024” to demonstrate its thorough stance as a professional sake brewer by proving that the product was delivered to the customer in its original unopened state after filling, and the traceability information from the producer who made Yamada Nishiki beyond the best to Asahi Shuzo who took challenge of producing DASSAI beyond the best can now be clearly communicated to customers on a map screen.

In addition, “SHIMENAWA” has a function to smartly inform customers of the specifications of the sake, “DASSAI”, and Asahi Shuzo's commitment to sake brewing and history through images and videos (available in five languages: Japanese, English, French, Simplified Chinese, and Traditional Chinese), as well as a function to display a special screen by registering the opening (purchase) by the customer himself/herself.



“SHIMENAWA” app screen for Asahi Shuzo's “DASSAI Beyond the Beyond 2024” (image: “2021 winning rice”)

■ Overview of the Functionality of “SHIMENAWA”

“SHIMENAWA” is equipped with the following basic functions to protect your valuable sake brands.

1 Authentication function

The unique ID recorded on the NFC tag attached to each product (physical asset) is securely linked with digital information—detailing "when," "where," and "who brewed" the sake—recorded in a tamper-proof manner on the blockchain to prove the sake brewer or brewing company.

2 Open Seal Detection Function

From the viewpoint of food safety, the system can prove that the sake is unopened and that “the moment you open the bottle” is shown on the map in an entertainment-like mechanism. This function also provides data on when, where, and how long the sake has been opened (consumed). Breweries can utilize this data for intelligent management.

3 Genuine product management function (linking of shipping destination information)

Sake breweries can use NFC tags to link the unique ID attached to each sake to the destination information and manage it in a database. This function can be used to deter unauthorized diversion of sake, and can also be used to identify trends in the origin of illegally diverted sake for use in distributor management.

4 Fan Marketing Function

In December 2023, a new function was implemented that allows users to purchase sake and receive a non-fungible token (NFT) and be directed to a limited (non-public) website only after opening (purchasing) and registering the sake. This leads to advance initiatives such as enhancing customer loyalty through NFTs closely linked with physical assets by utilizing the comprehensive NFT management support service "SBINFT Mits" provided by SBINFT Co., Ltd. (Head office: Minato-ku, Tokyo; President: Takashi Chou-toku; hereinafter "SBINFT"), which operates Web3 businesses centered around NFTs.

*1 “Blockchain” refers to a technology that enables the preservation of value by sharing the history of data changes on a network by using digital signatures and hash pointers, a tamper-resistant data structure. It enables the realization of reliable end-to-end traceability by verifying the authenticity and quality of physical assets between traders.

*2 NFC tags are HF(High-Frequency)-band near field communication (NFC) tag technology that can be used to attach a unique ID to a physical asset and securely link it to important information about the asset recorded in a blockchain. It is also used in credit cards and My Number cards.

*3 NFT stands for non-fungible token, which is a unique, non-substitutable data unit recorded on a blockchain. NFTs can be used to associate a specific digital or physical asset with a license or right to use that asset for specific purposes.

*4 “SBINFT Mits” is a comprehensive NFT management support service that integrates various tools necessary to build a good and sustainable relationship between NFT issuers and holders. By implementing “SBINFT Mits,” you can build direct relationships with fans while receiving the necessary support for everything from NFT publishing to community building and management. Even if you have no knowledge of Web3, you can start an NFT project and conduct NFT-based marketing with ease. The site is operated by SBINFT.

Site URL: <https://sbinft-mits.com/>

(Note) October 2024, according to our research.

■ Asahi Shuzo Co., Ltd.

Location	2167-4, Shutomachi Osogoe, Iwakuni-shi, Yamaguchi, Japan
Representative	CEO, Kazuhiro Sakurai
Representative brand	DASSAI
Company overview	<p>Asahi Shuzo loves to brew sake!</p> <p>Just as wine was at one time, the world of ginjo sake is often spoken of as something that only connoisseurs can understand, or that is difficult to appreciate. This is absolutely not true.</p> <p>Truly delicious sake tastes good no matter who drinks it.</p> <p>Asahi shuzo aims to make truly delicious sake.</p>
URL	https://www.asaishuzo.ne.jp/

【Company overview】

Company Name	SBI Traceability, Co., Ltd.
LOGO	
Location	Izumi Garden Tower, 1-6-1 Roppongi, Minato-ku, Tokyo, Japan
Representative	Tomohito Wajima, Representative Director
Business overview	Providing blockchain-based traceability services, etc.
URL	https://www.sbitraceability.co.jp/

Company Name	Uni Tag, Co., Ltd.
LOGO	
Location	4-11-2 Nihonbashi-Honcho, Chuo-ku, Tokyo, Japan (Head Office of KISCO, Co., Ltd.)
Representative	Takuya Hanno, Representative Director
Business overview	RFID design, development, manufacturing, sales and consulting including technical services
URL	https://www.unitag.co.jp/

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